

AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph bridging pages 7 and 8 as follows:

FIG. 2 shows a perspective view of one of the preferred embodiments. A specially printed sign 1 is required that contains a generally vertical printed masking 3 with see through portions such as clear windows 6. The printed masking 3 is specifically located on the illuminated sign 1 previously mentioned. A holder 4 that contains a corresponding number of openings to the masking 3 is then attached to the back of the sign 1 and is registered to the printed masking 3. The holder 4, shown in the form of a lattice, is attached by means of threaded fasteners 5 that pass through the sign 1 and the lattice-type holder 4 and are retained by nuts 16. Other types of fasteners can also be used, such as clips, adhesives, hook and loop fasteners, etc. The lattice-type holder 4 is preferably made from flexible, impact resistant material such as polycarbonate but can be made from other materials. It contains openings 12 with retention capabilities such as channels or clips. The holder ~~43~~ openings 12 are intended to retain remote product identifiers 24 spaced apart from corresponding selection panel product identification windows 7. The remote product identifiers 24 can be illuminated by the existing lighting in the machine. These remote product identifiers 24 can be in the form of cards, product packaging or in another form and can contain images, photos, text, etc. to identify a product contained within the vending machine.

Please amend the paragraph at lines 3-13 of page 8 as follows:

The remote product identifiers 24 retained by the holder ~~43~~ and depicted in the openings 12 specifically relate to the existing selection panel 2 product indicia 26. This can be

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done by way of corresponding identification in the holder openings 12 and selection panel buttons 7. Thus, a consumer may view the large remote product identifiers 24 through the windows 6 and the holder openings 12 and then make their selection by pressing the corresponding button 28 on the existing selection panel 2. The windows 6 can also be structured as cutouts in the sign 1 with a clear panel attached to the sign 1 and covering the cutouts. The remote product identifiers 24 are preferably at least 100% larger than the product indicia 26, more preferably between 200-500% larger and can be even larger as situations allow. In one embodiment, the product identifiers 24 are approximately 5" x 7".